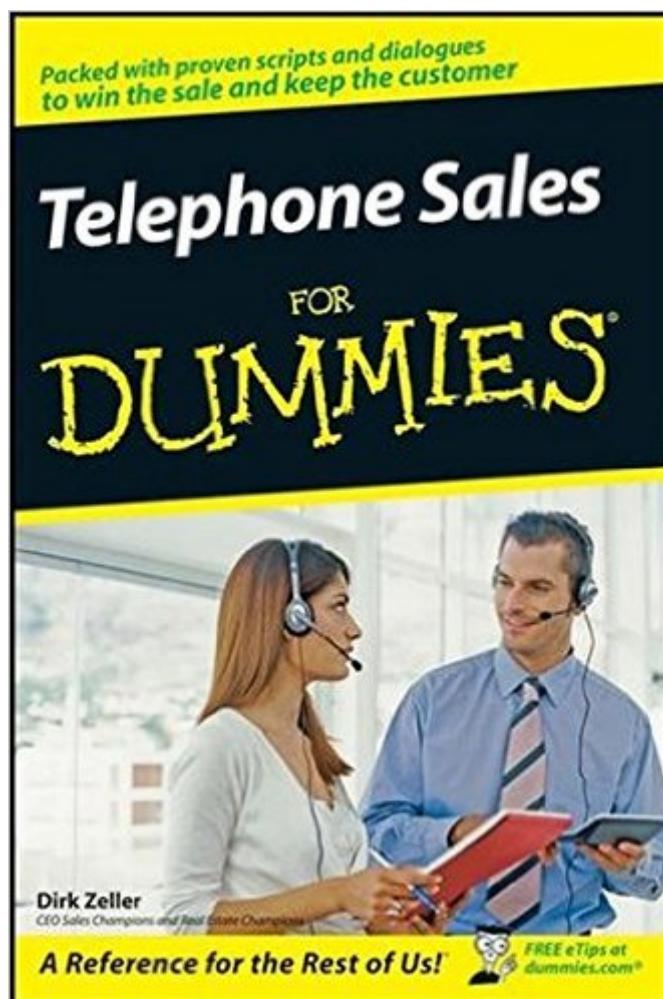


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# Telephone Sales For Dummies



## **Synopsis**

Nearly 100 million Americans (one out of three) purchase goods and services over the phone each year. *Telephone Sales For Dummies* shows both new and seasoned sales reps, from realtors, insurance agents to telemarketers, how to create pre-call plans and effectively prospect via the phone. Packed with techniques, scripts, and dialogues, this hands-on, interactive guide assists readers with making cold calls, warm calls, and referral calls, helping them plan and execute openings to create interesting dialogue; ask key questions; develop persuasive presentation techniques; work within the No Call Law parameters; leave effective and enticing voicemails that get results; get past screeners and get quality referrals; find hot leads; and create callback scripts that close the sale.

## **Book Information**

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Average Customer Review: 4.5 out of 5 starsÂ  See all reviewsÂ  (20 customer reviews)

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## **Customer Reviews**

This book is great for the salesperson who might be having trouble picking up the phone. I purchased this book after speaking to Dirk at the NAR conference in November, and so glad I did. The book is filled with tips, scripts and anecdote's to help you move through the fear of picking up the phone. (Nobody likes rejection, right?) Thanks Dirk for another great book.

I picked up this book at the Real Estate Convention in Las Vegas. Being a Realtor I thought that calling was an avenue we could no longer use, but after reading *Telephone Sales for Dummies* I have found a new way to prospect. This book covers all the bases and has helped me in my

businessmany times over.. This is a must read.

The book is full of "hard news", (i.e. specific hard information that can be put to use immediately) It goes through each phase of the telephone sales process in detail in a manner that is easily put to use by those of us who have to "learn to be talented".

I got my money's worth before finishing half the book! I first thought it was going to offer only basic informaion but I was pleasantly wrong. A small, 262 page, book packed with meaningful and helpful ideas. (Check out chapter 16, re. Behavioral Selling to increase your earnings) If you're in sales, this book is a must.

Easy read! There is nothing new under the sun but this book brings it all together in an easy to read, organized format. Do exactly what it says and be rich! Thanks Dirk.

This book has helped me to improve my performance tremendously. I'm not necessarily the most organized person I know, but this book has helped to add some organization to my sales process. The book helps you set goals, prepare for the calls, and put you in a position to get better results. It's not going to make the calls for you, but if you honestly follow the book's guidelines, you will see a tremendous improvement. If you have a fear of picking up the phone like I do, this book can help you there too. It talks about fear, identifying it, and overcoming it. All the books in the world won't make you a better salesperson; you have to execute. For me, this book is a concise, organized, and well-structured outline of how to execute a solid game plan for success in telephone sales. Good luck!

I purchased this book not fully knowing what to expect, but the title caught my interest. I've been in real estate over 20 years and thought I pretty much had things figured out. This book is a good reminder that no matter how long we've been in the business, or think we know everything about it, there are still ideas to grasp and hold on to. You know the saying "you can't teach an old dog new tricks?" I know now that isn't true!! Buy the book, be sure to read it, and then put it to use!

This book should be parked on your desk right next to your phone! If you have ever fumbled your way through a sales call and thought "If I never have to do that again, it will be too soon" then here's the resource that will change your mind, just like it did for me. Filled with useful and relevant scripts,

tips and keys to making successful sales calls this book is like having a sales coach sitting on your desk guiding you all the way. It turned me from nervous and wimpy to confident and comfortable on my calls and is improving my sales this year. Do yourself a favor and add this to your desk decor, I'm glad I did!

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